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To ensure access to high-quality,
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community and university partners.



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ADOPTED

BOARD OF SUPERVISORS
COUNTY OF LOS ANGELES

24 August 7, 2012

Sachi A. Hamai
SACHI A. HAMAI
EXECUTIVE OFFICER

August 07, 2012

The Honorable Board of Supervisors
County of Los Angeles
383 Kenneth Hahn Hall of Administration
500 West Temple Street
Los Angeles, California 90012

Dear Supervisors:

**ACCEPTANCE OF OUTDOOR ADVERTISING SPACE FROM OUTDOOR
COMMUNICATIONS COMPANY CONSORTIUM THROUGH THE CITY OF
LOS ANGELES, EMERGENCY MANAGEMENT DEPARTMENT
(ALL SUPERVISORIAL DISTRICTS)
(3 VOTES)**

SUBJECT

Request approval to accept the donation of outdoor advertising space from a consortium of outdoor communications companies, which the City of Los Angeles' Emergency Management Department will distribute for the Department of Health Services in a cooperative marketing effort to promote the volunteer units in the Los Angeles County Disaster Healthcare Volunteer program.

IT IS RECOMMENDED THAT YOUR BOARD:

1. Accept outdoor advertisement space on electronic billboard with an individual estimated total market value ranging from \$0 to \$250,000, donated by a consortium of outdoor companies to run public service announcements to promote the volunteer units in the Los Angeles County (LAC) Disaster Healthcare Volunteer (DHV) program and delegate authority to the Director of Health Services, or his designee, to sign any documents to effectuate the donation subject to prior review and approval by County Counsel.
2. Instruct the Executive Officer, Board of Supervisors, to prepare and send a letter of appreciation to the City of Los Angeles' (CLA) Emergency Management Department (EMD) for managing and arranging distribution of

these advertisements from a consortium of communication companies.

PURPOSE/JUSTIFICATION OF RECOMMENDED ACTION

In accordance with County policy, donations in excess of \$10,000 require acceptance by the Board. Department of Health Services' (DHS') Emergency Medical Services (EMS) Agency, LAC Department of Public Health, Beach Cities Health District, and Long Beach Health and Human Services are the collaborating partners in LAC DHV will benefit from increased public awareness raised by the donated advertising. Approval of the first recommendation will allow DHS to accept the donation and the second recommendation will acknowledge receipt of the donation.

DHS' EMS Agency is responsible for planning, monitoring, and evaluating the local EMS system, which is the largest multi-jurisdictional EMS system in the country. The EMS Agency is also responsible for coordinating the medical response in disasters, working with hospitals, clinics, EMS provider agencies, long-term care facilities, and other healthcare entities. In this role, the EMS Agency provides and/or obtains needed resources to ensure medical care is provided to victims of disasters.

LAC DHV was created as part of a nationwide planning effort aimed at developing systems to pre-qualify and deploy medical, health, mental health and other healthcare volunteers to provide critical health services following a terrorist attack, disaster, or other public health emergencies. The donated outdoor advertising will provide outreach to the community to raise awareness of LAC DHV in order to increase the number of volunteer medical and health professionals.

The outdoor advertising is available through the CLA, EMD and their relationship with a consortium of three outdoors communications companies spearheaded by Clear Channel Communications, Inc. The cooperative partnering with LAC DHV and the CLA, EMD is an effort to further educate the citizens of LAC on the subject of volunteering and emergency preparedness.

The CLA, EMD has an arrangement with the outdoor company vendors for a cost-free placement of outdoor advertising and is the liaison for the distribution of the cooperative marketing effort for LAC DHV. The opportunity is extensive and provides great exposure potential for LAC DHV. There is no set schedule, but the outdoor communications companies will advise the EMD of the dates the advertisements will be displayed as space becomes available for the consortium.

The advertising plan includes displaying three advertisements to be placed on outdoor electronic billboards, as space is available for a two to three month media placement period. The advertisements will be branded in a cooperative effort with the County and CLA and will be designed with a positive, contemporary look appealing to the public.

Implementation of Strategic Plan Goals

The recommended actions support Goal 1, Operational Effectiveness, of the County's Strategic Plan.

FISCAL IMPACT/FINANCING

There are no net County costs associated with the acceptance of advertising. The donated display space provided has an approximate market value of \$0 - \$250,000.

FACTS AND PROVISIONS/LEGAL REQUIREMENTS

Section 2.4.2 of the County Fiscal Manual states that County departments must request Board approval to accept donations in excess of \$10,000.

In the event of a major disaster or emergency, it is the EMS Agency's responsibility to coordinate various resources, keep communications efficient, bring necessary supplies and services where needed, and oversee all operations affecting emergency medical treatments. Acceptance of this donation will assist in fulfilling this responsibility.

IMPACT ON CURRENT SERVICES (OR PROJECTS)

Approval of the recommended actions will help enhance the quality of emergency health care delivered throughout the LAC.

Respectfully submitted,

A handwritten signature in black ink, appearing to read "Mitchell Katz". The signature is fluid and cursive, with the first name "Mitchell" written in a larger, more prominent script than the last name "Katz".

Mitchell H. Katz, M.D.
Director

MHK:eh

Enclosures

c: Chief Executive Office
County Counsel
Executive Office, Board of Supervisors

August 7, 2012

Mr. Chris Ipsen, Division Chief
City of Los Angeles
Emergency Management Department
Communications Division
200 North Spring Street, Room 1533
Los Angeles, California 90012

Dear Mr. Ipsen:

At the meeting held today, the Los Angeles County Board of Supervisors accepted, with gratitude, the donation of outdoor advertisement space with an estimated total market value ranging from \$0 to \$250,000, from a consortium of outdoors communications companies to run public service announcements (PSAs) to promote the volunteer units in the Los Angeles County (LAC) Disaster Healthcare Volunteer (DHV) program. These PSAs will enhance the County's ability to further educate the citizens of Los Angeles County on the subject of volunteering and emergency preparedness.

The Board members have requested that I express their appreciation to the City of Los Angeles' Emergency Management Department for arranging donated advertising to raise public awareness of the LAC DHV in order to increase the number of volunteer medical and health professionals.

Very truly yours,

Sachi A. Hamai
Executive Officer, Board of Supervisors

Acknowledged by:

Chris Ipsen
Division Chief/City of Los Angeles, Emergency Management Department

Date

SAH:CC:AM:EH